

IN THE CLAIMS

Please change the claims to read as shown below.

Change to:

1 – 38. (cancelled)

39. (new) A business context layer for an operating system where business context further comprises attributes selected from the group consisting of a supply chain status, a customer order status, a development status, an element of value contribution by segment of value, an external factor impact by element and segment of value, a risk impact by element and segment of value and combinations thereof.

40. (new) The layer of claim 39 where an operating system is selected from the group consisting of a web services platform, a network operating system, a portal, middleware or a hardware operating system.

41. (new) The layer of claim 39 where a business context layer contains information defining a market value matrix package for an enterprise or multi-enterprise organization.

42. (new) The layer of claim 39 where a business context layer contains information defining a subset of a market value matrix package for an enterprise or multi-enterprise organization.

43. (new) The layer of claim 39 that enables access by authorized users by using a security protocol selected from the group consisting of IPSEC and Kerberos.

44. (new) The layer of claim 39 that operates continuously.

45. (new) The layer of claim 39 where a business context layer contains information for one or more frames.

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46. (new) The layer of claim 45 where one or more frames are selected from the group consisting of partner frames, vendor frames, internal user frames and combinations thereof.

47. (new) The layer of claim 39 where an element of value is selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors, vendor relationships and combinations thereof.

48. (new) The layer of claim 39 where an external factor is selected from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

49. (new) The layer of claim 39 where a risks is selected from the group consisting of event risk, factor variability risk, element variability risk, market variability risk, strategic risk, contingent liabilities and combinations thereof.

50. (new) A business context apparatus, comprising:
a market value matrix package,
a plurality of enterprise management systems,
means for obtaining data from the market value matrix package and enterprise management systems, and
means for securely providing a portion of the data as required to define a business context via one or more operating system layers or a web services environment.

51 (new). The apparatus of claim 50 where a business context further comprises attributes selected from the group consisting of a supply chain status, a customer order status, a development status, an element of value contribution by segment of value, an external factor impact by element and segment of value, a risk impact by element and segment of value and combinations thereof.

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52. (new) The apparatus of claim 50 where one or more operating system layers are selected from the group consisting of one or more network operating system layers, one or more portal layers, one or more middleware layers or one or more hardware operating system layers.

53. (new) The apparatus of claim 50 where a business context layer contains information defining a market value matrix package for an enterprise or multi-enterprise organization.

54. (new) The apparatus of claim 50 where a business context layer contains information defining a subset of a market value matrix package for an enterprise or multi-enterprise organization.

55. (new) The apparatus of claim 50 that enables access by authorized users by using a security protocol selected from the group consisting of IPSEC and Kerberos.

56. (new) The apparatus of claim 50 that operates continuously.

57. (new) The apparatus of claim 50 where a business context layer contains information for one or more frames.

58. (new) The apparatus of claim 57 where one or more frames are selected from the group consisting of partner frames, vendor frames, internal user frames and combinations thereof.

59. (new) The apparatus of claim 51 where an element of value is selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors, vendor relationships and combinations thereof.

60. (new) The apparatus of claim 51 where an external factor is selected from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical

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indications of the organization performance compared to external expectations of organization performance and combinations thereof.

61. (new) The apparatus of claim 51 where a risks is selected from the group consisting of event risk, factor variability risk, element variability risk, market variability risk, strategic risk, contingent liabilities and combinations thereof.

62. (new) The apparatus of claim 50 where enterprise related management systems are selected from the group consisting of advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems, user input, external databases, the Internet and combinations thereof.

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63. (new) The apparatus of claim 50 where an enterprise is a single product, a group of products, a division, an entire company, a multi company corporation, a value chain or a collaboration.

64. (new) A program storage device readable by machine, tangibly embodying a program of instructions executable by a machine to perform method steps for performing a business context, comprising:

- obtaining data from a market value matrix package and a plurality of enterprise management systems, and
- providing a portion of the data as required to define a business context via one or more operating system layers or a web services environment.

65 (new). The program storage device of claim 64 where a business context further comprises attributes selected from the group consisting of a supply chain status, a customer order status, a development status, an element of value contribution by segment of value, an external factor impact by element and segment of value, a risk impact by element and segment of value and combinations thereof.

66. (new) The program storage device of claim 64 where one or more operating system layers are selected from the group consisting of one or more network operating system layers, one or more portal layers, one or more middleware layers or one or more hardware operating system layers.

67. (new) The program storage device of claim 64 where a business context layer contains information defining a market value matrix package for an enterprise or multi-enterprise organization.

68. (new) The program storage device of claim 64 where a business context layer contains information defining a subset of a market value matrix package for an enterprise or multi-enterprise organization.

69. (new) The program storage device of claim 64 that enables access by authorized users by using a security protocol selected from the group consisting of IPSEC and Kerberos.

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70. (new) The program storage device of claim 64 that operates continuously.

71. (new) The program storage device of claim 64 where a business context layer contains information for one or more frames.

72. (new) The program storage device of claim 71 where one or more frames are selected from the group consisting of partner frames, vendor frames, internal user frames and combinations thereof.

73. (new) The program storage device of claim 65 where an element of value is selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors, vendor relationships and combinations thereof.

74. (new) The program storage device of claim 65 where an external factor is selected from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

75. (new) The program storage device of claim 65 where a risk is selected from the group consisting of event risk, factor variability risk, element variability risk, market variability risk, strategic risk, contingent liabilities and combinations thereof.

76. (new) The program storage device of claim 64 where a plurality of enterprise related systems are selected from the group consisting of advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems,

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sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems, user input, external databases, the Internet and combinations thereof.

77. (new) The program storage device of claim 64 where an enterprise is a single product, a group of products, a division, an entire company, a multi company corporation, a value chain or a collaboration.

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